



**Traffic & Parking Recommendations**

Baby Ruth shall be constructed as a 60’ wide collector.  
The internal roadway from Bell Road to Baby Ruth shall be designated as a collector.  
The design of the roundabouts on the internal roadway from Bell Road to Baby Ruth shall be approved by Public Works.  
The project entrance to Bell Road shall consist of one 12’ wide eastbound lane, one 11’ wide westbound left turn land, and one 12’ wide westbound right turn lane. These lanes shall be a minimum of 350’ long plus taper, per A Policy on Geometric Design of Highways and Streets published by AASHTO.  
Construct an 11’ wide, 150’ long plus taper, per A Policy on Geometric Design of Highways and Streets published by AASHTO, northbound right turn lane on Bell Road at the project entrance.  
Install a traffic signal on Bell Road at the project entrance.  
Sidewalks will be provided throught the project to provide continuous connectivity to the sidewalks on Bell Road.

Note: Photo Credits in section 4E are from the resource library of the “Charter for New Urbanism” website [www.cnu.org](http://www.cnu.org)

**SIGN STANDARDS**

***Allowable signs, sizes, material, content and lighting shall be subject to Design Review Guidelines.***

**APPLIED LETTER SIGNS**

Individual letters applied directly to a façade. The display surface area shall have a maximum 5% of the façade area or 30% sq. ft., or whichever is smaller.

**AWNING SIGNS**

Sign with letters/logo painted, silk-screened or stitched directly onto a building awning. The display surface area shall have a maximum signed-area of 5% of the primary building façade not to exceed 85% of the awning area.

**FAÇADE MOUNTED SIGNS**

Signs painted directly on a building façade. The display surface area shall have a maximum 20% of the façade area or 60 sq. ft., or whichever is smaller.

**WINDOW SIGN**

Sign that is attached to, painted on, or readily visible through a window. The display surface area shall have a maximum of 25% of window area.

**PROJECTING SIGNS**

Sign that extends perpendicular from a façade. The height shall be a minimum of 7 ft. above grade. The sign height shall not extend above roof eaves of parapet. Signs shall not exceed 3 feet in width. The display surface area shall have a maximum of 20 sq. ft.

**OBJECT SIGNS**

Two or three-dimensional signs replicating an object associated with a business. The height shall be a minimum of 7 ft. above grade, and shall not extend above roof or eaves or parapet. Display surface area shall have a maximum of 27 cubic ft.

**Appendix**

**Traffic Analysis Recommendations**

The analyses presented in this study indicate that the following roadway and traffic control improvements and modifications will be needed in order to ensure safe and efficient traffic operations within the study area:  
In order to facilitate turning movements into the project site, a northbound right turn lane should be constructed on Bell Road at the proposed project site. This turn lane should include at least 150 feet of storage and should be designed and built to AASHTO standards.  
The proposed project access on Bell Road should be constructed to include one eastbound entering lane and two westbound exiting lanes. The westbound exiting lanes should be striped as separate left and right turn lanes. Also, each of these existing lanes should include at least 200 feet of storage and should be designed and built to AASHTO standards.  
In conjunction with the completion of the proposed project, a new traffic signal should be installed on Bell Road at the proposed project. This traffic signal should include a left turn signal phase for southbound motorists, as well as right turn overlap signal phases for the westbound and northbound motorists.  
As planned, Baby Ruth Lane should be extended north as a two-lane roadway in order to provide access to the proposed project site. In the future, this facility could be extended farther north to Zelida Avenue and Hamilton Church Road. If this future extension is completed, this roadway will serve as a collector roadway between Murfreesboro Road and Mt. View Road, parallel to the Bell Road arterial facility. Such a connection would help to relieve the high existing and projected traffic volumes on Bell Road. Also, a significant amount of undeveloped property is adjacent to this future collector roadway, and depending on the density of future development on this property, the future traffic volumes on Baby Ruth Lane could be as high as 8,000-10,000 vehicles per day.  
In conclusion, implementation of the above recommendations, in conjunction with the development of the proposed project, will facilitate the traffic operations at the intersections within the study area.